Texicana Ordering App

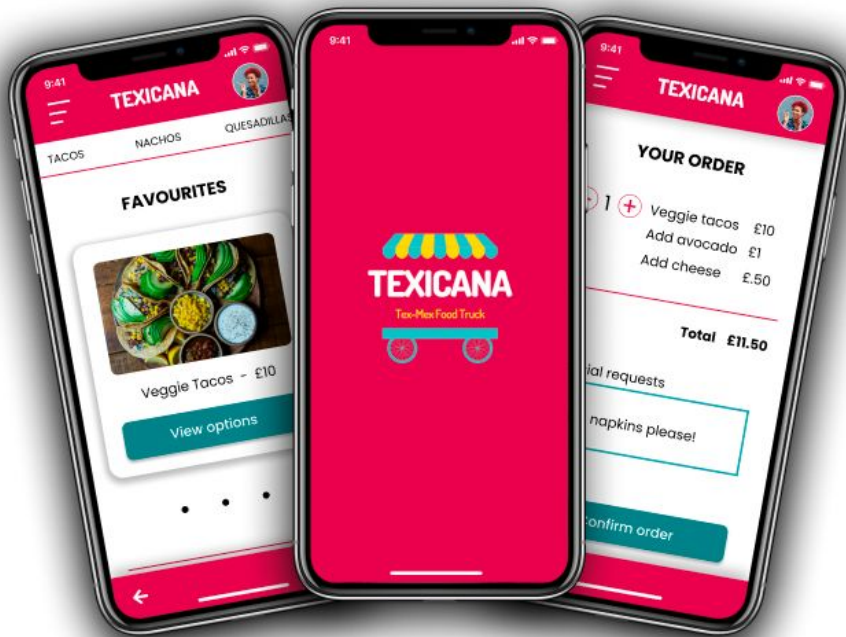Kirsten Gord

Project overview

The product:

The Texicana App provides customers with a menu preview and ordering experience that reduces the need to queue at the food truck.

Project duration:

4 weeks - May 2021

Project overview

The problem:

The owners of Texicana are looking for a way to reduce queues in order to encourage more customers to order. Customers want an easy way to preview the menu and order without having to queue.

The goal: The app will let users view a visual menu, order, and pay which will affect the user and the food truck workers/owners by decreasing queue length and encouraging more customers to order.

Project overview

My role:

Lead UX Designer

Responsibilities:

User research, wireframing, prototyping, UI design, usability testing

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: pain points

1

Waiting in a queue

Food truck owners and customers alike had problems with queues. Customers want to be able to order without having to queue and food truck owners found that long queue deterred customers from coming to their truck.

2

Viewing menu items

Many customers expressed the desire to be able to see pictures of the menu items before they ordered. It is easier to decide from pictures than text.

3

Group Orders

Many customers wanted an easier way to place big group orders. It is difficult to remember a large order.

Persona: **Georgina**

Problem statement:

Georgina is an art student at university who needs an easier way to order from a food truck because she hates waiting in a queue.

"I'm always looking for new experiences to influence my art. I love trying new things."

Goals
- To experience as much as she can while she is at uni
- To grow her art business

Frustrations
- "I hate waiting in a queue."
- "It's difficult to see the menu when I'm waiting."
- "When I'm with a big group, we all have to wait in the queue and it takes away from our time together."

Georgina Wilson

Age: 19
Education: University Student, 1st year
Hometown: Huddersfield, Yorkshire
Family: Lives in dorm with 3 friends
Occupation: Art student, sells drawings and paintings on the side

Georgina is a talented painter and spends most of her time in the art studio. When she isn't busy painting she enjoys spending time with her friends. They all love to try out different street food vendors.
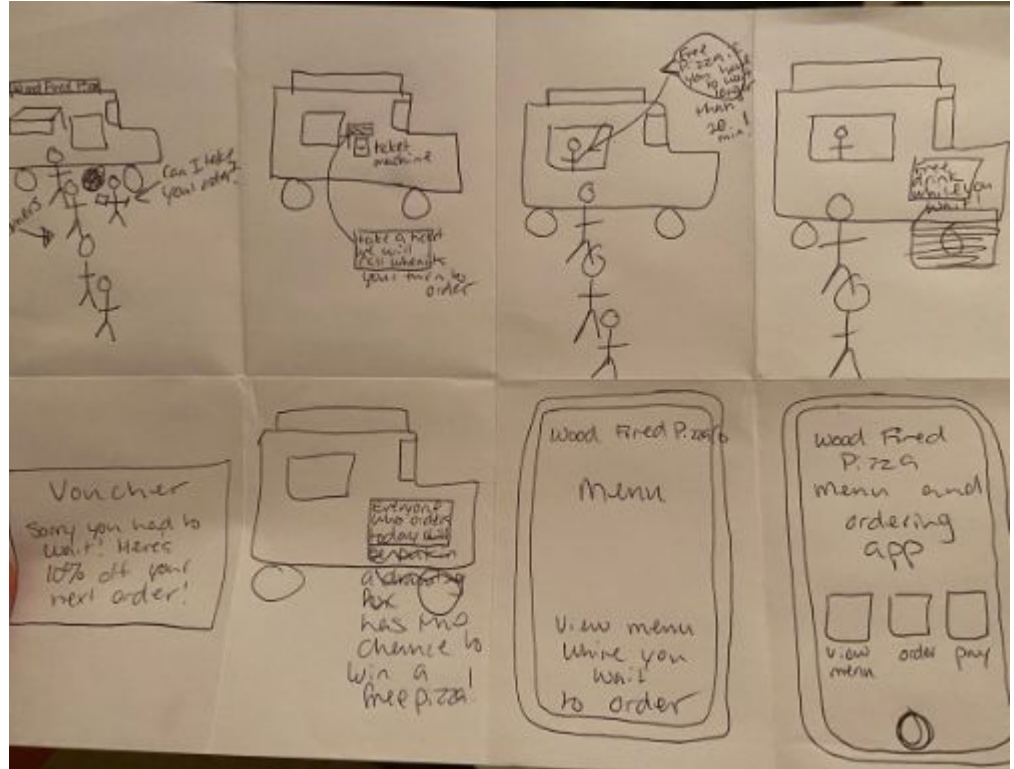
How Might We / Crazy Eights

1

How might we encourage customers to order during busy times?

2

How might we reduce the need to queue at the food truck?

3

How might we make it easier for customers to place their order?
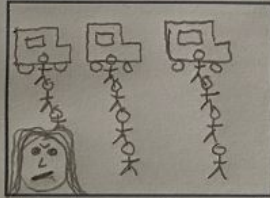
User journey map

Persona: Georgina

Goal: To review menu and create/submit order from mobile device while at a food truck

ACTION	Get App	Review menu	Create order	Confirm Order	Pick Up Order
TASK LIST	Tasks A. Download app B. Create account C. Allow GPS while using app to show that you are at the food truck	Tasks A. Scroll through items B. Click on items to see more information	Tasks A. Choose items B. Add to order C. Initiate checkout	Tasks A. View app confirmation and check email for receipt B. Confirm order details are correct	Tasks A. Wait for confirmation that order is ready B. Pick up order from food truck C. Check that order is correct
FEELING ADJECTIVE	Excited to be able to see menu items before she orders Relieved to not have to stand in a queue	Unsure about what to order as there are so many options	Slightly annoyed because she was hoping to use cash.	Happy that she was able to complete her order without waiting in a queue and now has more time with her friends.	Irritated because she missed the notification that her food was ready. By the time she saw the notification her food was cold.
IMPROVEMENT OPPORTUNITIES	Offer a discount or rewards for setting up an account	Create a "Popular Items" section at the top of the menu	Give an option to submit order and pay cash at the truck..	After first order give a discount code to share with a friend.	Send notification to device as well as call out order name from food truck speaker.

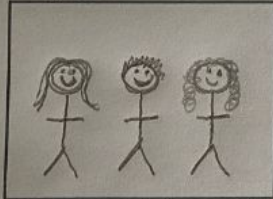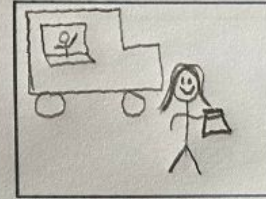**Scenario:** An app to help users order food without having to queue - close up
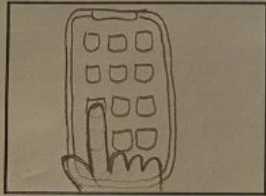
Georgina opens the app.
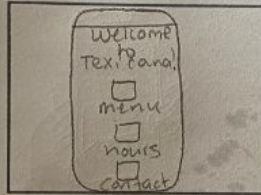
Georgina is welcomed and sees a list of options.
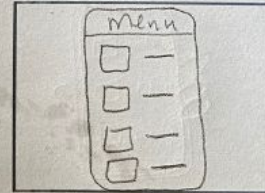
Georgina chooses to look at the menu.

Georgina chooses menu items and adds them to her cart.

Georgina pays for her order and receives a confirmation.

Georgina recieves a notification when her order is ready.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

User task: Use the app to place order without having to queue.

```
Open app
   │
   ▼
Login/Signup
   │
   ▼
Login or Sign up?
   │         │
 Signup    Login
   │         ╎
   ▼         ╎
Signup ┄┄┄┄╌→ Homepage
                  │
                  ▼
             Click menu
                  │
                  ▼
                Menu
                  │
                  ▼
          Scroll through items ──→ Choose item
                                       │
                                       ▼
                                   Item page
                                       │
                                       ▼
                                 Add item to cart?
                                    N      Y
                                    ╎      │
                                    ╎      ▼
                                    ╎   Cart page ──→ Ready to pay?
                                    ╎                    N      Y
                                    ╎                    ╎      ╎
                                    └┄ (back to Menu)    ╎      ╎
                                                         └┄┄┄┄┄┄┄→ Payment Page
                                                                        │
                                                                        ▼
                                                                  Pay for items
                                                                        │
                                                                        ▼
                                                               Confirmation Page
                                                                        │
                                                                        ▼
                                                           Wait for notification
                                                           that food is ready ──→ Notification: Order Ready
                                                                                          │
                                                                                          ▼
                                                                                   Customer picks up order
```
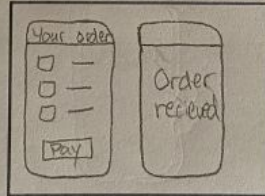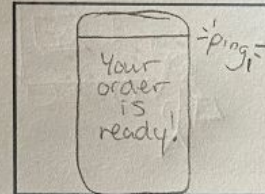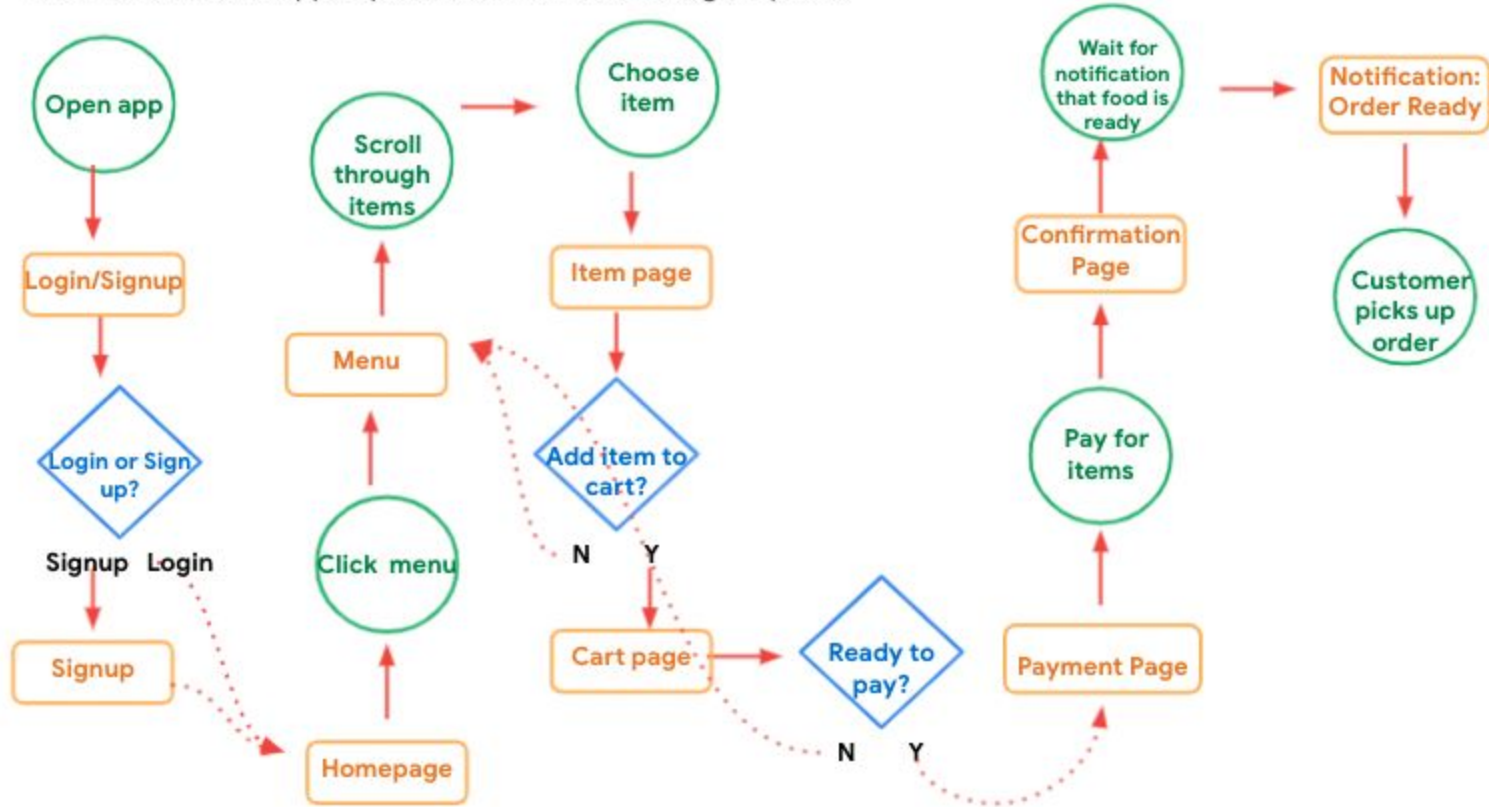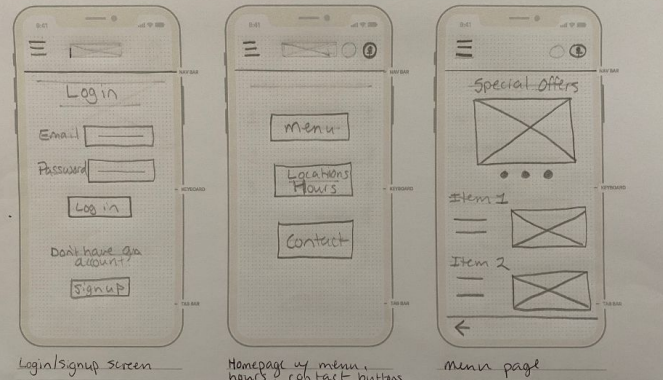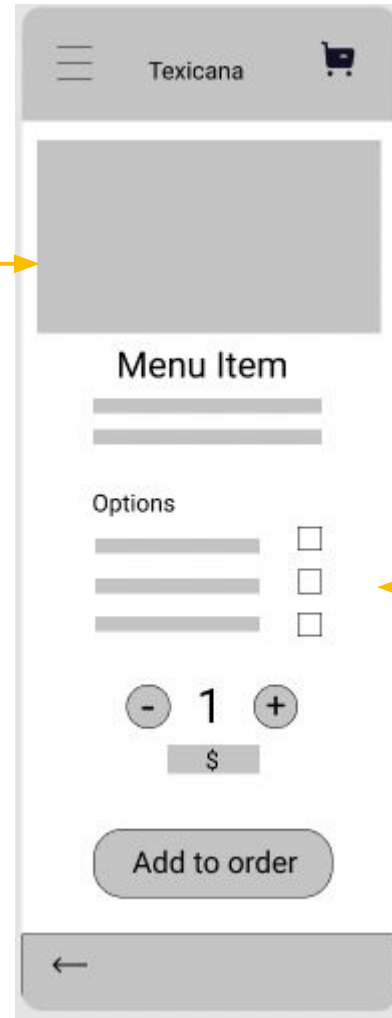
Paper wireframes
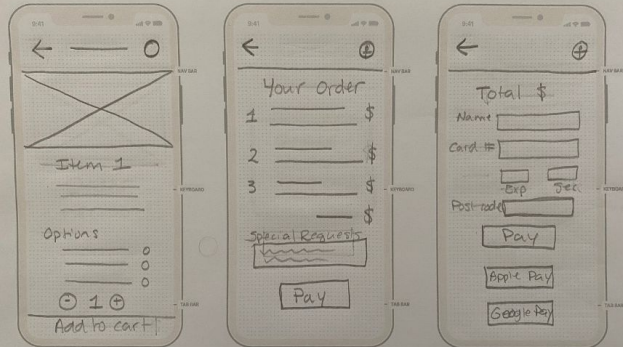
Digital wireframes

The goal for this app is to make the ordering process simple and to provide a visual menu.

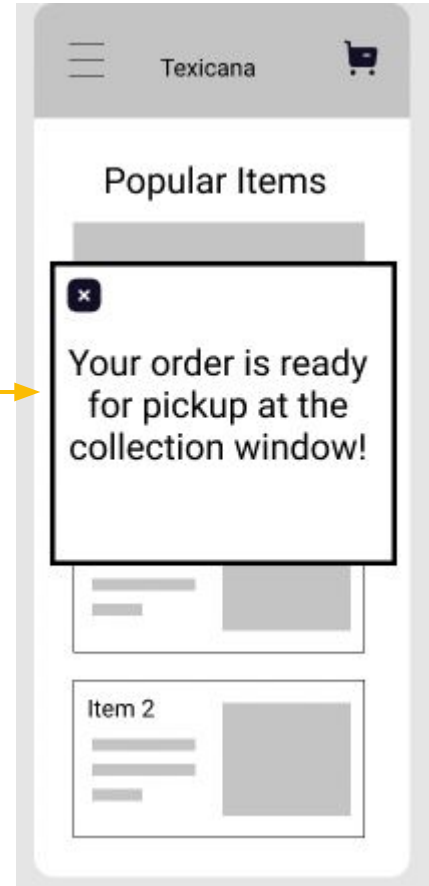Picture of menu item so customer know exactly what they are getting

Texicana

Menu Item

Options

- 1 +

$

Add to order
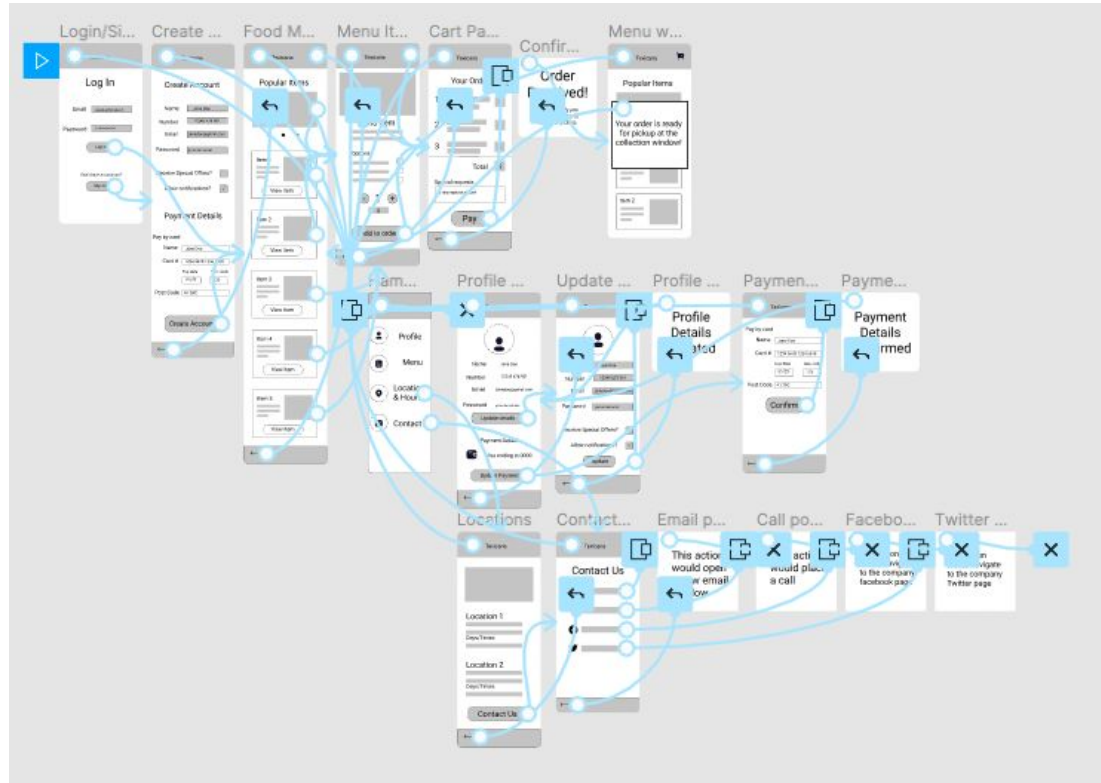
Optional add-ons

Digital wireframes

The customer will receive a notification on their phone when the order is ready meaning they can spend time with friends and family instead of waiting around for their order to be completed.

Customer will receive notification when order is ready

Low-fidelity prototype

https://www.figma.com/proto/WiK4EgL0Pnw7Jy63UTmtyA/Texicana-App?page-id=0%3A1&node-id=1%3A2&viewport=102%2C186%2C0.15000000596046448&scaling=scale-down

Usability study: parameters

Study type:

Moderated Usability Study

Location:

Sheffield, UK

Participants:

3 female, 2 male, ages 30-65

Length:

15min

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

It was observed that 4 out of 5 participants expected a payment confirmation page after clicking on the "pay" button. This means that we need to add a confirmation page after the user clicks on "pay".

2

Finding

It was observed that 3 out of 5 participants wanted the option to pay with cash. This means that we need to add a way to opt for a cash payment at the food truck before confirming the order.

3

Finding

It was observed that 2 out of 5 participants were confused about where to update their payment method. This means that we need to make it easier for the user to update their payment method.

Affinity Map

Frustrations

C. "I'm not sure where to look for the contact number?"

B. User is confused about where to look for the contact number.

D. "Im not sure if I click the menu? Or actually maybe if I scroll down it will be at the bottom of the page."

E. "Oh, I was expecting a confirmation page after I pressed that. How do I know which card it used?"

A. "I don't use apps very often. I have no idea where to go to change my payment information."

A. User is confused by the ordering process because the prototype cart screen has 3 items and they only clicked on one.

C. User was irritated that there was not a confirmation page after clicking on "pay" on the order page.

D. "Oh, it's done! Ok, I thought there might be a payment confirmation after that."

A. "What if I want to pay with cash?"

C. What if I wanted to pay with cash? I guess I couldn't use the app then."

D. User is looking for a way to pay with cash.

Useful

D. Thinks app is useful

C. Thinks app is useful

E. Thinks app is useful

A. Does not think app is useful

B. Thinks app is useful

Questions / Additions

A. Wants to be able to pay with cash

D. "I wonder if there is a way to split up the payment if I am ordering for a group?"

E. "Is there a way to see my past orders?"

Tone

A. Speaks in a negative tone

A. Speaks in a frustrated tone

B. Speaks in a positive tone

C. Speaks in a positive tone

C. Speaks in a negative tone
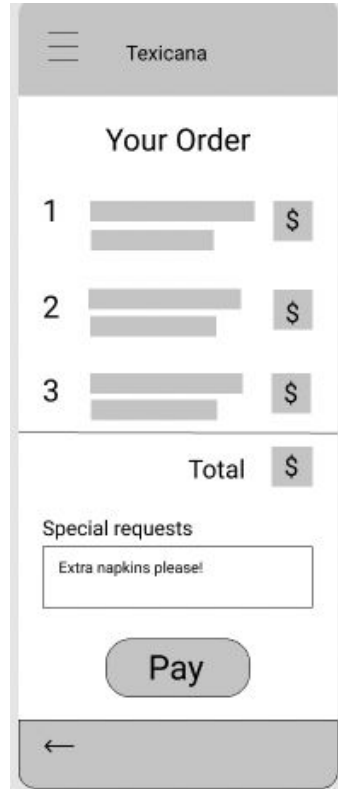
D. Speaks in a positive tone

Refining the design
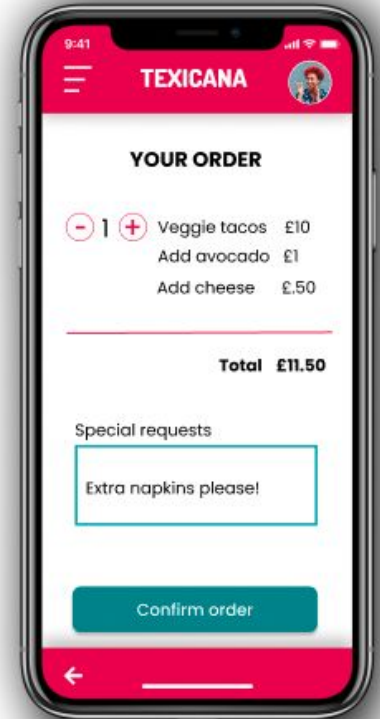
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

On the cart page, the "Pay" button was replaced with a "Confirm Order" button which brings up a confirmation page before the payment is taken.

Mockups

The original logo had too many bright colors and did not meet accessibility standards. The yellow was replaced with white to give the design more balance.
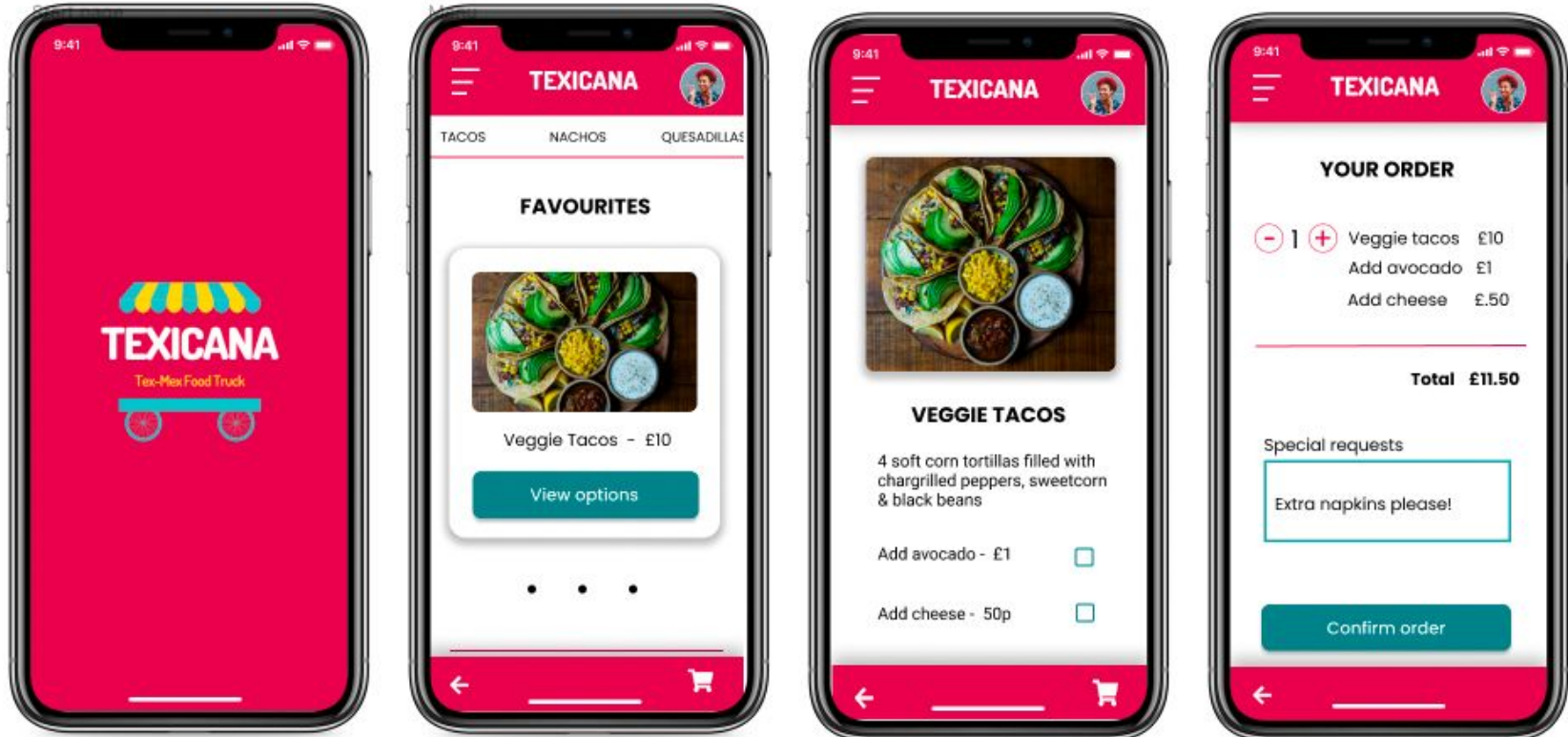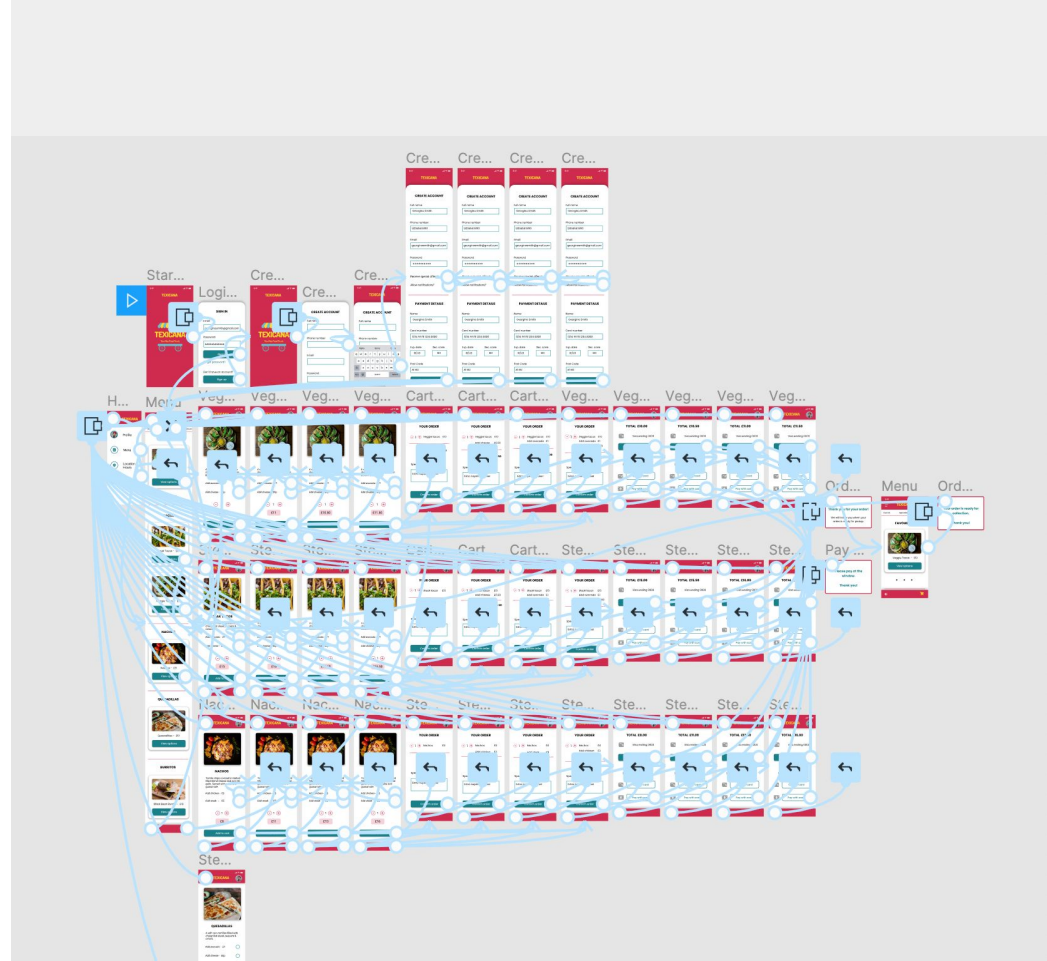
Mockups

High-fidelity prototype

https://www.figma.com/proto/WiK4Eg
L0Pnw7Jy63UTmtyA/Texicana-App?pag
e-id=166%3A1473&node-id=166%3A14
74&viewport=-33%2C217%2C0.075564
52602148056&scaling=scale-down

Accessibility considerations

1

My original design included a shade of blue that did not have meet accessibility standards for contrast. I used the WebAIM contrast checker to find a darker shade of blue that still worked with the brand but met accessibility standards.

2

All buttons have clear copy to describe their purpose making the design accessible for anyone using a screen reader.

3

The yellow in the logo was jarring and did not meet accessibility standards. I changed this color to white.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

"I really like the use of colour and think the app is clean looking." - Course participant feedback

"I can see a lot of wireframing and interactions which shows a lot of creativity and hard work has been done." - feedback from LinkedIn connection

What I learned:

How to complete the UX design process from empathizing with the user to prototyping and testing. There was steep learning curve but I can't wait to complete my next project.

Next steps

1

In the future, it would be great to add a feature for placing group orders with separate payments.

2

Add a heart icon to each menu item allowing the customer to create a favourites list.

3

Add a delivery option.

Let's connect!

Have a project you want to get started?

Send me an email at kirstengorddesign@gmail.com
View my portfolio - www.kirstengord.com

Thank you!